

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

COURSE DESCRIPTION

This course introduces students to the hospitality industry, its various components, and available career opportunities. Content will provide a foundation for further study in the areas of culinary arts, lodging, travel, and tourism.

Pre-requisite: None

Recommended Credit: ½

Recommended Grade Level: 9th*

*Since *Foundations of the Hospitality Industry* is designed to be taught prior to students entering a more specialized area of study, it is recommended that the course be offered at the 9th grade level.

Note: Vocational student organization participation will be determined by the endorsement of the teacher. If the teacher is a Marketing Education teacher, students will participate in DECA. If the teacher is a Trade and Industrial Education teacher, students will participate in SkillsUSA-VICA. If the teacher is a Family and Consumer Sciences Education teacher, the student will participate in Family, Career and Community Leaders of America.

FOUNDATIONS OF THE HOSPITALITY INDUSTRY STANDARDS
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Students will:

1. Demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and the hospitality industry.
2. Explore the nature and scope of the hospitality industry, including culinary arts, lodging, travel, and tourism.
3. Analyze career paths within the hospitality industry.
4. Apply concepts of communication, human relations, and interpersonal skills to meet consumer expectations.
5. Assess the impact of the hospitality industry on local, state, national, and global communities.
6. Explain the importance of ethical, legal, and governmental considerations in the hospitality industry.

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 1.0

Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and the hospitality industry.

LEARNING EXPECTATIONS

The student will:

- 1.1 Cultivate positive leadership skills and an understanding of their importance in business.
- 1.2 Participate in DECA ; Family, Career and Community Leaders of America; or SkillsUSA-VICA as an integral part of classroom instruction.
- 1.3 Assess situations and apply the decision-making process within the school, community and workplace.
- 1.4 Demonstrate the ability to work cooperatively with others.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1 Develops character and leadership skills through creative and critical thinking.
- 1.2A Relates the creed, purposes, motto, and emblems of DECA ; Family, Career and Community Leaders of America; or SkillsUSA-VICA to personal and professional development.
- 1.2B Plans and conducts meetings and other business according to accepted rules of parliamentary procedure.
- 1.3A Makes decisions and assumes responsibilities.
- 1.3B Analyzes a situation and uses the DECA competencies; Family, Career and Community Leaders of America Planning Process, or the Professional Development Program of SkillsUSA-VICA to resolve it.
- 1.4A Organizes and participates on committees.
- 1.4B Selects a philanthropy and organizes a community service project.

SAMPLE PERFORMANCE TASKS

- Create a leadership inventory and use it to conduct a personal assessment.
- Participate in various DECA, Future Homemakers of America (Family, Career and Community Leaders of America), or SkillsUSA-VICA programs and/or competitive events.
- Use a formal planning or decision making process to select, implement, and evaluate an activity within the school, community, and/or workplace.
- Develop an annual program of work.
- Prepare a meeting agenda.
- Create and role play situations that demonstrate leadership skills.

INTEGRATION/LINKAGES

DECA, SkillsUSA-VICA, Family, Career and Community Leaders of America, Professional Development Program of SkillsUSA-VICA, *Power of One Manual* Family, Career and Community Leaders of America, *Career Connection Manual* Family, Career and Community Leaders of America, Communication and Writing Skills, Teambuilding Skills, Sociology, Psychology, Critical Thinking Skills, Secretary's Commission on Achieving Necessary Skills (SCANS), Marketing Education, Trade and Industrial Education, Family and Consumer Sciences Education, Language Arts, Applied Communication, Speech, Interpersonal Communication, Foreign Language, Office Technology, Math, Math for Technology, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Economic and Community Development

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 2.0

Students will explore the nature and scope of the hospitality industry including culinary arts, lodging, travel, and tourism.

LEARNING EXPECTATIONS

The student will:

- 2.1 Analyze major segments of the hospitality industry.
- 2.2 Examine the resources pertinent to the hospitality industry.
- 2.3 Evaluate the social and cultural impact of the industry on society.
- 2.4 Demonstrate academic proficiencies in the areas of language arts, mathematics, and science, which are required for success in the hospitality industry.
- 2.5 Analyze the evolution of the hospitality industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1 Develops a research project depicting characteristics of the major segments of the hospitality industry.
- 2.2 Utilizes current technology to appraise resources available in the hospitality industry.
- 2.3A Illustrates the effects of societal changes on the industry.
- 2.3B Predicts changes within the industry, which are based on societal, cultural, and economic trends.
- 2.4 Incorporates academic standards and skills necessary for advancement in the hospitality industry.
- 2.6 Categorizes the development of the hospitality industry by examining past, current, and future trends.

SAMPLE PERFORMANCE TASKS

- Compare and contrast major segments of the hospitality industry.
- Create a timeline depicting the history of all segments of the hospitality industry.
- Conduct interviews and gather data from individuals to compare the social and cultural impacts involving the hospitality industry.
- Maintain a journal illustrating proficiency and integration of language, mathematics, and science necessary for success in the hospitality industry.
- Brainstorm trends that affect the development of the hospitality industry.

INTEGRATIONS/LINKAGES

Language Arts, Foreign Language, Science, Math, Math for Technology, Social Studies and Government, History, Computer Skills, Research and Writing Skills, Communication Skill, Teamwork and Leadership Skills, Secretary's Commission on Achieving Necessary Skills (SCANS), Tennessee Hotel/Motel Association, American Hotel/Motel Association, Tennessee Restaurant Association, National Restaurant Association, American Culinary Federation, DECA, SkillsUSA-VICA, Family, Career and Communication Leaders of America, Tennessee Department of Tourism, Economic and Community Development, Chamber of Commerce, Convention and Visitors Bureau, Department of Labor

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 3.0

The student will analyze career paths within the hospitality industry.

LEARNING EXPECTATIONS

The student will:

- 3.1 Examine the roles and functions of individuals engaged in the hospitality industry.
- 3.2 Explore employment and entrepreneurial opportunities in the hospitality industry.
- 3.3 Determine education and training requirements for career advancement.
- 3.4 Evaluate personal characteristics required of individuals in the various segments of the hospitality industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Compares the roles and functions of individuals working in different segments of the hospitality industry.
- 3.2A Researches and develops a projection of hospitality industry trends related to career opportunities.
- 3.2B Compares career plans for various career paths in the hospitality industry.
- 3.3A Evaluates the educational requirements for various employment and advancement opportunities.
- 3.3B Utilizes technology and available resources to determine education and training requirements.
- 3.5 Profiles personal characteristics that are beneficial to the success of a professional in the hospitality industry.

SAMPLE PERFORMANCE TASKS

- Develop a profile of career opportunities.
- Develop a personal career path.
- Research and present information on key individuals in the hospitality industry.
- Evaluate education and training requirements related to the various segments of the hospitality industry.
- Design and apply a rubric that will assess student ability to perform in given areas of concern indigenous to a hospitality business.

INTEGRATION/LINKAGES

Research, Writing, and Communication Skills, Teamwork and Leadership Skills, Language Arts, Foreign Language, Math, Math for Technology, Applied Communication, Social Studies, Secretary's Commission on Achieving Necessary Skills (SCANS), National Restaurant Association, American Culinary Federation, Chamber of Commerce, Colleges and Universities, Psychology, Sociology, Economic and Community Development, Convention and Visitors Bureau, Department of Labor, America Business/Legal Systems, Tennessee Department of Tourism, Tennessee Department of Environment and Conservation, Tennessee Tourism Roundtable, DECA, SkillsUSA-VICA, Family, Career and Community Leaders of America, Employment Agencies, Tennessee Hospitality Education Center

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 4.0

The student will apply concepts of communications, human relations, and interpersonal skills to meet consumer expectations.

LEARNING EXPECTATIONS

The student will:

- 4.1 Demonstrate service methods, which meet the expectations of customers.
- 4.2 Measure the impact customer relations has on success of the hospitality industry.
- 4.3 Describe the verbal, nonverbal, and written communication skills needed in a hospitality setting.
- 4.4 Describe appropriate grooming techniques and apparel for hospitality industry job requirements.
- 4.5 Analyze ways of dealing with stress and conflict in the workplace.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1A Assesses specific expectations for customer service in the hospitality industry.
- 4.1B Develops skills and techniques for meeting customer service expectations.
- 4.2A Calculates revenue lost due to poor customer service.
- 4.2B Determines the impact of repeat customers on the success of the hospitality industry.
- 4.3 Demonstrates the ability to use body language and written and oral communication to maintain positive relationships with customers.
- 4.4 Explains proper dress for various jobs in the hospitality industry and describes the characteristics of a well-groomed appearance.
- 4.5A Demonstrates methods of conflict resolution.
- 4.5B Discusses time management and other organizational management techniques.

SAMPLE PERFORMANCE TASKS

- Interview a professional from the industry regarding the relationship of customer service to the business image.
- Role-play a scenario based on resolving a customer complaint. Have the class critique and determine the correct response.
- Practice meeting consumer expectations through team decision-making activities.
- Use case studies to practice problem-solving techniques regarding human relations.

INTEGRATION/LINKAGES

Secretary's Commission on Achieving Necessary Skills (SCANS), Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, DECA, SkillsUSA-VICA, Family, Career and Community Leaders of America, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, American Business/Legal Systems

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 5.0

The student will assess the impact of the hospitality industry on local, state, national, and global communities.

LEARNING EXPECTATIONS

The student will:

- 5.1 Examine the monetary value of the industry on a community.
- 5.2 Explain the importance of the industry in Tennessee.
- 5.3 Appraise the impact of events on the hospitality industry.
- 5.4 Determine how the hospitality industry responds to business and community needs.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Determines the monetary benefits of a hospitality industry on a community.
- 5.2 Develops an organizational chart illustrating influence of the hospitality industry in Tennessee.
- 5.3 Analyzes the impact of current events on the hospitality industry using various media resources.
- 5.4A Assesses the needs of businesses and communities for the hospitality industry.
- 5.4B Creates a method for the hospitality industry to meet the needs of businesses and communities.

SAMPLE PERFORMANCE TASKS

- Examine the newspaper to determine the impact of current events on the hospitality industry.
- Chart the growth of the hospitality industry.
- Conduct interviews and gather data from individuals concerning the hospitality industry.

INTEGRATION/LINKAGES

Language Arts, Foreign Language, Economics, Social Studies and Government, History, Criminal Justice, Computer Skills, Research and Writing Skills, Communication Skills, Secretary's Commission on Achieving Necessary Skills (SCANS), SkillsUSA-VICA, DECA, Family, Career and Community Leaders of America, Tennessee Department of Tourism, Chamber of Commerce, Economics

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

STANDARD 6.0

The student will explain the importance of ethical, legal, and governmental considerations in the hospitality industry.

LEARNING EXPECTATIONS

The student will:

- 6.1 Evaluate the responsibilities of employees and employers in the hospitality industry.
- 6.2 Assess the value of ethical responsibilities to the hospitality industry.
- 6.3 Examine current laws governing the hospitality industry.
- 6.4 Identify industry practices applied to safety and security.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 6.1 Cultivates characteristics that are beneficial to the success of a professional in the hospitality industry.
- 6.2 Distinguishes between business ethics and social responsibilities.
- 6.3 Uses case studies to interpret and apply current laws governing the hospitality industry.
- 6.4 Evaluates the importance of safety and security precautions and sanitation guidelines.

SAMPLE PERFORMANCE TASKS

- Debate personnel issues relevant to the industry.
- Role-play human relation skills needed for success in the industry.
- Develop an emergency policy for a hospitality business.
- Assess a work area according to safety and security precautions and sanitation guidelines.

INTEGRATION/LINKAGES

Secretary's Commission on Achieving Necessary Skills (SCANS), OSHA, Communication Skills, Language Arts, SkillsUSA-VICA, DECA, Family, Career and Community Leaders of America, Tennessee Tourism Roundtable, Economic and Community Development (ECD), Foreign Languages, Criminal Justice, Research and Writing Skills, Department of Labor, Equal Employment Opportunity Commission, Math

FOUNDATIONS OF THE HOSPITALITY INDUSTRY

Suggested Resources

Access, Knowledge and Skill Competencies, American Culinary Federation
American Culinary Federation
Apollo, Sabra & Worldspan Simulations
Bread & Butter: The Bottom Line Running Restaurants, National Restaurant Association
Career Connection, Family, Career and Community Leaders of America
Career Connections Manual, Family, Career and Community Leaders of America
Career Opportunities in Food and Beverage, 1994
Career Opportunities in Travel and Tourism, Hawks, John K., Facts on File, Inc.
College Representatives
DECA Guide
DECA Marketing Research Team Events
Dynamic Leadership Manual, Family, Career and Community Leaders of America
Economic and Community Development
Families First Manual, Family, Career and Community Leaders
First Class – An Introduction to Travel and Tourism (The Travel Professional), Foster, Dennis L., Glencoe/McGraw-Hill, 2nd Edition
Hospitality & Tourism – An Introduction to the Industry, Brymer, Kendall/Hunt Publishing Co. Eighth Edition
Internal Revenue Service
Introduction to Hospitality and Tourism, MAVCC, 1993
LAP Modules: *ADA and Customer Service*, *Customer-service Mindset*, *Positive First Impressions*, *Providing Information to Guests*, *Resolving Guest Complaints*
Leaders at Work Program, Family Career and Community Leaders of America
Leadership Handbook, SkillsUSA-VICA, Inc.
National and Tennessee Restaurant Associations
Opportunities in Hotel and Motel Careers, Henkin
OSHA Regulations
Parliamentary Procedure at a Glance, National SkillsUSA-VICA
Power of One Manual, Family, Career and Community Leaders of America
Professional Development Program, National SkillsUSA-VICA
Public Speaking: A Guide for Local, State, and National Officers, National SkillsUSA-ViCA
Restaurant Info Abstracts, National SkillsUSA-VICA
Restaurants USA Magazine, National Restaurant Association
Robert's Rules of Order, Robert, Robert, and Evans, Perseus Books Newly Revised, 9th Edition
Section One: Introduction to Travel and Geography, Dervaes, Claudine, Solitaire Publishing
SkillsUSA Championships, VICA, Inc.
Star Events Manual, Family, Career and Community Leaders of America
Teacher's Tool Kit, SkillsUSA-VICA, Inc.
Tennessee Department of Commerce & Insurance
Tennessee Department of Labor and Workforce Development
Tennessee Department of Revenue
Tennessee Department of Tourism
Tennessee Hospitality Education Center
The Meeting Kit, National SkillsUSA-VICA
VGM Career Horizons

Web Sites:

www.state.tn.us

www.deca.org

www.fcclainc.org

www.vica.org